FARMERS MARKET PACKAGING



The aim of the research is the creation of a packaging system for the so-called "farmers markets". The solution consists in a bag obtained from the combination of two layers: one, external, made in recycled paper and the other, internal, made in mater-bi (a compostable bio-plastic). The identity of the bag is then declined according to the four seasons: each paper layer has on its surface a different painting by G. F. Millet (one per season) and each mater-bi layer is characterized by a specific colour; the adding of a label with specific information and pictograms related to the content, is used to close each bag. In other words, the packaging system uses two different communication registries: one more emotional recalling rough and traditional materials, colours and images; the other, more informative, of the label and its graphical structure.

Properties list:

information about content hand-made eco-friendly end-user packaging information accessibility range of products system of graphical components fruit and vegetables concept labels and sleeves cardboard and paper bio plastics sachet shopping bag instruction through pictograms photo to evoke identity by photo

Reference:

Credits:

Country: Italy **Year:** 2008 **School:** Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2008-2009, Communication Design Bachelor Degree

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Other images:

